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TWO ELITE PROPERTIES ARE ADDED TO THE OCEANFRONT DESTINATION MARKETING ALLIANCE

The Ritz-Carlton, Laguna Niguel And The Resort at Pelican Hill To Participate In The Promotion
Of Coastal Orange County

THE OCEANFRONT, ORANGE COUNTY, Calif. – The Ritz-Carlton, Laguna Niguel and the Resort at Pelican Hill (set to open in December of this year) recently joined The Oceanfront, an exclusive destination marketing alliance organized to promote Orange County, California's most prestigious coastal destinations, according to an announcement by Blaise Bartell, chairman of The Oceanfront. The Oceanfront alliance now consists of the area's 12 leading hotels and resorts, golf club operators, shopping venues and convention and visitors bureaus spanning the 42-mile stretch of coastline from Huntington Beach to Dana Point.

"The addition of The Ritz-Carlton, Laguna Niguel and The Resort at Pelican Hill top off the prestigious collection of hotels and resorts in The Oceanfront and embody the elegance of accommodations offered in coastal Orange County," said Bartell. "Their participation will contribute significantly to our efforts to further promote The Oceanfront as a one-of-a-kind, world-class destination."

As part of The Oceanfront, The Ritz-Carlton, Laguna Niguel and The Resort at Pelican Hill will contribute to and benefit from joint destination marketing initiatives including online, media relations, and publishing programs all designed to maximize awareness of coastal Orange County and provide a unique service to visitors.

"This highly focused marketing endeavor is precedent setting," said Bruce Brainerd, general manager of The Ritz-Carlton, Laguna Niguel. "The talents and resources within the alliance, including the management teams of the hotels and resorts, each with different ownership or management companies, are invaluable as we come together to promote coastal Orange County as a distinct travel destination."

"As we prepare to open, our alliance with The Oceanfront has played a fundamental role in promoting our property as a destination resort," said Thierry Grandsire, general manager of The Resort at Pelican Hill. "The Oceanfront is a unique organization that does an exceptional job showcasing all the beautiful treasures coastal Orange County has to offer, from numerous recreational activities to world-class hotels and resorts. We are excited to be a part of this exclusive partnership that is comprised of Orange County's finest."

ABOUT THE OCEANFRONT

The Oceanfront, a destination alliance, is the exclusive collection of Southern California's four premier coastal communities that are home to some of the world's most breathtaking beaches, award-winning resorts and spas, superior restaurants, championship golf, distinguished art and cultural events and venues, abundant outdoor activities, world-class shopping and much more. The Oceanfront alliance consists of 12 hotels and resorts – The Balboa Bay Club & Resort; Hilton Waterfront Beach Resort; Hyatt Regency Huntington Beach Resort & Spa; Hyatt Regency Newport Beach; Island Hotel Newport Beach; The Laguna Cliffs Resort & Spa; Montage Laguna Beach; Newport Beach Marriott Hotel & Spa; The Ritz-Carlton, Laguna Niguel; St. Regis Resort Monarch Beach; Surf & Sand Resort; and The Resort at Pelican Hill.

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ABOUT THE OCEANFRONT (continued)

Other members of The Oceanfront include Fashion Island, Corona del Mar Plaza, Crystal Cove Promenade, South Coast Plaza, Monarch Beach Golf Links, Pelican Hill Golf Club, Anaheim/OC Visitors and Convention Bureau, Dana Point Visitors Bureau, Huntington Beach Conference & Visitors Bureau, Laguna Beach Visitors & Conference Bureau and Newport Beach Conference & Visitors Bureau. For more information, call 1-800-680-1249 or visit www.theOceanfrontCA.com.

ABOUT THE RITZ-CARLTON, LAGUNA NIGUEL

Beautifully situated atop a 150-foot bluff with panoramic views of the Pacific Ocean, The Ritz-Carlton, Laguna Niguel is an elegant coastal retreat inviting guests to relax, indulge and pamper themselves in the ultimate home-away-from-home that offers a first-class, luxury hotel experience. Reminiscent of a classic Mediterranean villa with rooms overlooking either the ocean or the resort's magnificent pools and landscaped gardens, The Ritz-Carlton, Laguna Niguel offers guests and business travelers a restyled and elegantly designed hotel experience with 393 guest rooms and nearly 30,000 square feet of meeting, conference and banquet function space. After completing a \$40 million renovation in November 2005, the hotel's graceful and stylish look maintains the traditional Ritz-Carlton detail and offers the world-class service for which the hotel is known. For more information, visit www.ritzcarlton.com.

ABOUT THE RESORT AT PELICAN HILL

Opening in December 2008, The Resort at Pelican Hill is an extraordinary destination resort that has been under construction on the coast in Newport Beach for more than two years. The masterpiece in the making promises to set a new paradigm for style, comfort and beauty among the world's finest resorts. It will blend the principles of Italy's most renowned Renaissance architect, Andrea Palladio, with chic California casual elegance. Boasting expansive views of the Pacific Ocean and one of the most serene and pristine locations on the Southern California coast, The Resort at Pelican Hill will feature 128 beautifully appointed two, three and four-bedroom villas; 204 luxurious bungalows; a rejuvenating spa with 22 private treatment rooms; world-class restaurants; an iconic, perfectly circular "Coliseum" pool with tiered decks and luxurious cabanas; 20,000 square feet of indoor and outdoor meeting space; and Pelican Hill Golf Club with 36 championship golf holes by Tom Fazio. For more information, please visit www.pelicanhill.com.

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